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| Notice of Allowability | Application No. | Applicant(s) | |
| | 09/650,362 | BENNETT ET AL. | |
| | Examiner | Art Unit | |
| | Leslie Wong | 2164 | |

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to 05/21/2007.
2. ☒ The allowed claim(s) is/are 1, 9-12, 20-23, and 31-33 and now renumbered as 1-12.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) ☐ All b) ☐ Some* c) ☐ None of the:
 1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
 - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

- | | |
|--|--|
| 1. <input type="checkbox"/> Notice of References Cited (PTO-892) | 5. <input type="checkbox"/> Notice of Informal Patent Application |
| 2. <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 6. <input type="checkbox"/> Interview Summary (PTO-413), Paper No./Mail Date _____. |
| 3. <input type="checkbox"/> Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date _____ | 7. <input checked="" type="checkbox"/> Examiner's Amendment/Comment |
| 4. <input type="checkbox"/> Examiner's Comment Regarding Requirement for Deposit of Biological Material | 8. <input type="checkbox"/> Examiner's Statement of Reasons for Allowance |
| | 9. <input type="checkbox"/> Other _____. |

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Mr. Eric T. King on June 8, 2007.

The application has been amended as follows:

Abstract:

Please replace the abstract with the following:

A method and apparatus for a visual browser that allows users to browse products over the Internet. The visual browser creates a plurality of categories in which each category identifies an attribute. Products having at least one attribute are associated with at least one category. Upon the selection of a main product by a user, the visual browser displays other related products having at least one attribute in common with the main product. The visual browser also displays products that are not related to the main product. Also, a weight bias factor is assigned to each category based upon a predefined importance of the respective category of the virtual store. The visual browser by automatically exposing users to other products that are related to the main product originally selected by the user, as well as non-related products, increases

Art Unit: 2164

the user's exposure to available products and provides opportunities for serendipitous impulse purchases.

In the claims:

In claim 1, line 7, replace "a user" with – the user –

In claim 1, line 22, replace "a weight bias" with –the weight bias –

In claim 9, line 7, replace "including a "like" score" with – including the "like" score

–

In claim 9, line 10, replace "a weight bias" with –the weight bias --

In claim 10, 2, replace "including a "dislike" score" with – including the "dislike" score –

In claim 10, line 6, replace "a weight bias" with –the weight bias --

In claim 12, line 9, replace "a user" with – the user –

In claim 12, line 24, replace "a weight bias" with –the weight bias --

In claim 20, line 8, replace "including a "like" score" with – including the "like" score –

In claim 20, line 11, replace "a weight bias" with –the weight bias –

Art Unit: 2164

In claim 21, line 3, replace "including a "dislike" score" with – including the "dislike" score –

In claim 23, line 10, replace "a user" with – the user –

In claim 23, line 25, replace "a weight bias" with –the weight bias --

In claim 31, line 7, replace "including a "like" score" with – including the "like" score –

In claim 31, line 16, replace "a weight bias" with –the weight bias –

In claim 32, line 2, replace "including a "dislike" score" with – including the "dislike" score --

In claim 32, line 6, replace "a weight bias" with –the weight bias --

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Leslie Wong whose telephone number is (571) 272-4120. The examiner can normally be reached on Monday to Friday 9:30am - 6:30 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, CHARLES RONES can be reached on (571) 272-4085. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 2164

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



Leslie Wong
Primary Patent Examiner
Art Unit 2164

LW
June 9, 2007